REMARKS/ARGUMENTS

The undersigned thanks the Examiner, and Examiner Yang, for their time and comments during the interview on September 27, 2005.

Claims 1, 3-7, 11, 13-17 and 21-30 were presented for examination. In the Action mailed August 10, 2005, all claims were rejected under 35 U.S.C. 103(a) as being unpatentable over Roses (U.S. PG-PUB No. 2003/0055871) and Noda (U.S. PG-PUB No. 2002/0030634) in view of Blumberg (US 2005/0144256 A1). Claims 1, 11, 22, and 27 have been amended and new claims 31-34 have been added. As discussed below, the pending claims as amended are not anticipated by Roses, Noda or Blumberg and are believed to be in condition for allowance.

The fees for a Request for Continued Examination and for the presentation of additional claims are submitted herewith. Any additional fees that may be required by this Amendment may be charged to Deposit Account No. 502765.

35 U.S.C. 103(a) Rejections

The disclosures of Roses and Noda were discussed in the comments provided with the earlier Amendment dated June 10, 2005. For completeness, those comments are repeated in the following four paragraphs.

Looking first at Roses, a system allowing a user to select a product template, select a desired image, and incorporate the image into the template to create a product design is described. Fig. 6 and paragraph [0043] of Roses indicate that the user can select "crop and scale to fit" in Image Attributes 612, which will cause the system to create a cropped version of the selected image and incorporate the cropped version

into the product design when the user presses Place Image button 613. The user has no control over what portion of the image is cropped. After the user has pressed Place Image 613 and placed the image version in the product design, Roses discloses no system or method for allowing the user to modify the displayed version of the image so as to crop the image in a different way.

Turning now to Noda, a system allowing a user to create a cropped version of an image using a user-controllable crop boundary is disclosed. Using the selection tools shown in Figs 7 and 8, the Noda user first selects a particular paper size and template option, such as shown in Figs 9A-F and Figs. 10A-D. In the example discussed in detail in Noda, the user has chosen the "Superimpose A4H" template, described in the first sentence of paragraph [0078] of Noda. This choice results in the displaying of the corresponding "framing image" being displayed in first sub display area 38, as shown in Figs. 3-6, 11, 13, 14, 16 and 17.

Referring to Fig. 3 of Noda, the original image, referred to in the Applicants' specification as the "base image", from which the user will select the portion to be incorporated into the product being created is displayed as image 46 in main display area 37. The framing image, which initially has no image content, is displayed in first sub display area 38. In the situation shown in Fig. 3, the user is engaged in preparing a cropped version of image 46 for incorporation into outer frame 47a. As discussed in Noda, for example at [0081] to [0083], a crop boundary 84 having the same aspect ration as outer frame 47a is displayed to the user. Crop boundary 84 is used to indicate to the user the portion of image 46 that would be placed in outer frame 47a. Crop boundary 84 can be resized and/or relocated by the user to select a desired portion of image 46. When the user completes manipulating crop boundary 84 and selects pasting button 56, as explained in Noda at [0100] to [0102], the area outside of crop boundary 84 is cropped out and the area within crop boundary 84 is pasted into outer frame 47a.

However, once the cropping operation is performed, Noda essentially forgets about the base image. In the particular situation where the template includes a smaller image, such as inner frame 47b, superimposed on a larger image, Noda, as discussed in [0112] and [0115], contemplates allowing the user to change the position or size of the smaller image, but these are changes only to the cropped version. If the Noda user desires to modify the cropping of the base image to create a differently cropped version, Noda provides no specific system or method to facilitate this operation. In other words, to create a differently cropped version, the user is required to start all over again from scratch with the original base image in the same way as if the user were replacing the current image with a completely different image as described in [0110]. Noda does not retain any information about where within the base image the cropped version was taken and Noda contains no notion of assisting the user in recropping the current base image by displaying the base image and a cropping indicator indicating the cropped portion relative to the base image.

To summarize the disclosures of Roses and Noda, both references describe systems allowing a user to select a template, select an image, and insert a cropped version of the image into the template. However, this initial process of selecting and preparing an image for association with an image container is not what is being claimed by Applicants. Applicants' claims are related to novel methods and systems for customizing a document design by changing the cropping of an image that is already associated with an image area.

Turning now to the newly cited Blumberg reference, Blumberg relates to the field of document proofing (for example, see Blumberg Abstract and [0009]). That is, Blumberg discloses a system for downloading and viewing an existing document, but makes no teaching about either creating or modifying the document. Blumberg stores the image component of a document (e.g., images 330 in Fig. 3) separately

from the remainder of the document (e.g., documents 320 in Fig. 3), but the user does not control the two independently. From the viewpoint of the user, the user is viewing an integrated document. As stated in Blumberg [0099], "Document viewer 350 ... generates an initial default page of the requested document with screen resolution images embedded therewith and displays the initial default page." It is an integrated page that the user sees and controls. It is made clear in Blumberg that, from the viewpoint of the user, all navigation, zooming, etc. is performed on the page as a whole (for example see [0101] and [0103]). Figs. 4A-4C of Blumberg show that the document figure and the document text are zoomed simultaneously as a single integrated document.

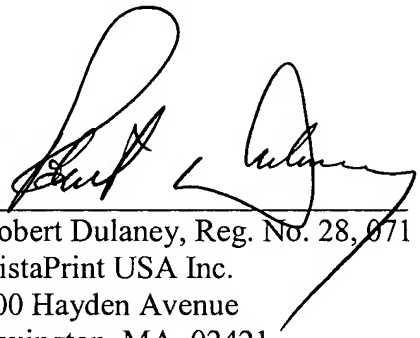
User zooming or other navigation while viewing a document does not change the content of the underlying document. Those actions merely change the portion of the document that is currently visible to the user on the user's display screen. Applicants' claims, by contrast, are directed to customizing the content of document itself. Claims 1, 11, 22, and 27 have been amended to clarify that the claims are directed to methods and systems for facilitating the user's customization of the image content component of the product design.

In summary, Applicants' pending claims relate to facilitating user recropping of the content of an image area in a product design when image content is already present in the image area. Claims 1 and 11 both recite an electronic product design with at least one image area "**having content that is at least a portion of a base image**". Claims 1 and 11 further recite "**allowing a user to select an image area for customization of the content of the image area**" and "**in response to a user request to perform custom cropping for the selected area, displaying to the user the associated base image, and a cropping indicator positioned to indicate to the user the portion of the base image that is the current content of the selected**

image area". Roses, Noda, and Blumberg, viewed either alone or in combination, do not disclose or suggest the method and system of claims 1 and 11.

In view of the above comments regarding independent claims 1 and 11, claims 3-7, 13-17, and 21-34 are likewise considered to be patentable over the cited references. It is believed that all pending claims are now in condition for allowance and favorable action on all pending claims is respectfully requested.

Respectfully submitted,



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